

Publishing a Research Monograph: What are your options?

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<http://www.openbookpublishers.com/>

What is a book?

Open Access and digital publishing methods have transformed the entire conception of a book.

Question you should now be asking yourself ...

❖ who is your desired audience?

- ❖ promotion panels, REF, scholars in your field, professionals and policy makers, general readership
- ❖ geographic location
- ❖ institutional affiliation/income

❖ how do you want readers to engage with your work?

- ❖ controlled/flexible presentation
- ❖ comments – to you/public, before/after publication
- ❖ update/edit your text? (social editing)
- ❖ re-use/share your text? Open Educational Resource?
- ❖ direct access and interaction with underlying archives and database

Questions cont...

- ❖ what type of content to provide?
 - ❖ text, images
 - ❖ audio files, videos, 3D representations, interactive programmes
 -
- ❖ what alternative formats to supply?
 - ❖ printed (hardback/paperback)
 - ❖ pdf, epub, mobi
 - ❖ html, XML, bitNu, WordPress, wikitext, mobile apps
- ❖ who controls these decisions – now and in the future? And what are their motives?
 - ❖ Copyright assignment
 - ❖ For profit publishing – or other motivations

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Legacy publication answers ?

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Global lifetime sales: around 200

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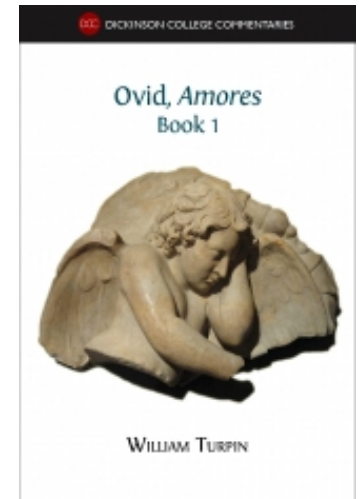
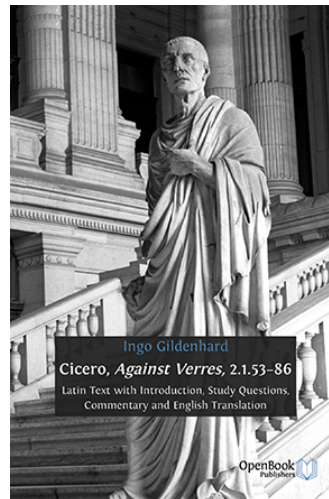
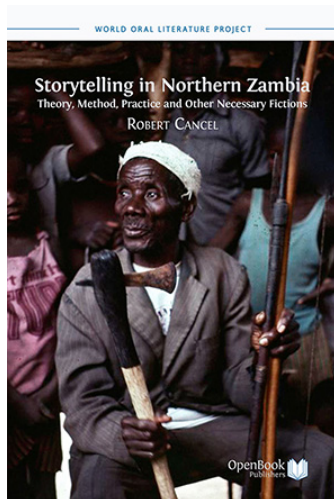
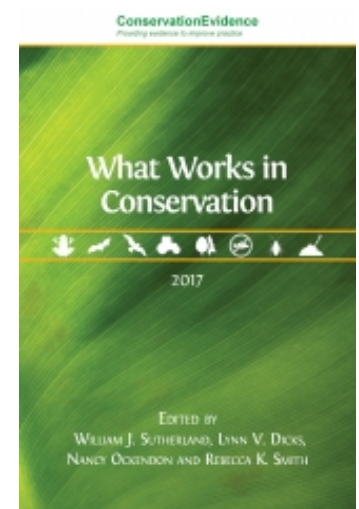
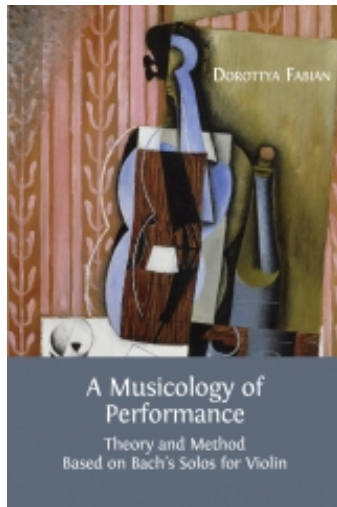
Better publishing methods enables better research

If the concept of a monograph is an important
foundation for undertaking and structuring
research

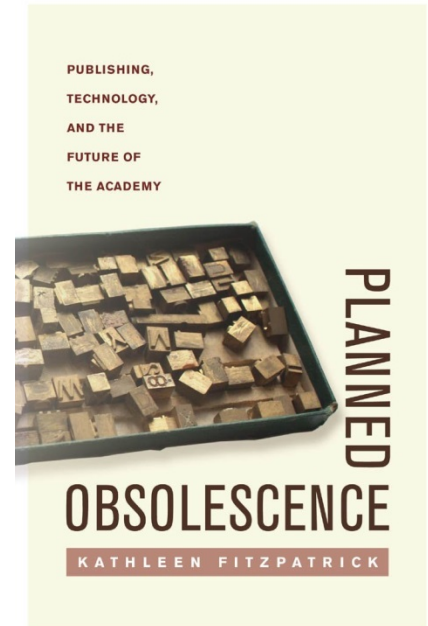
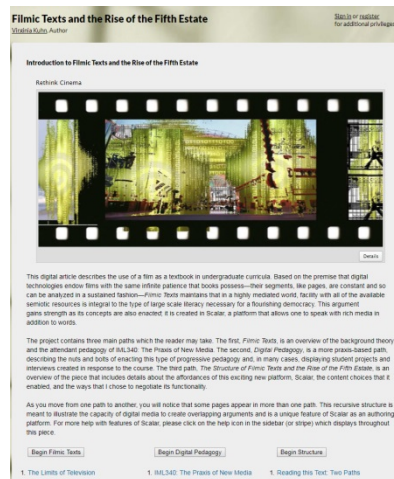
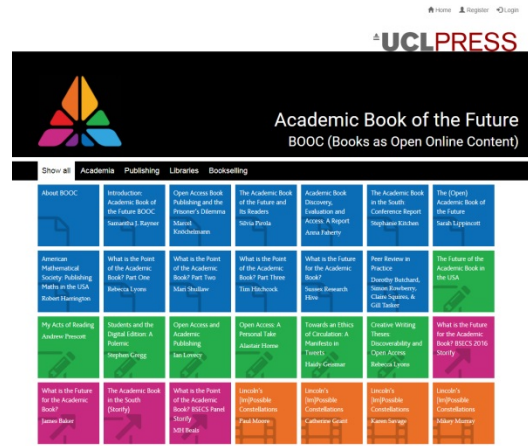
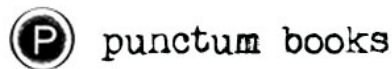
then

Allowing new publishing possibilities also enables
new research methods, concepts and questions

Examples of multi-media books (OBP)



and other examples





RADICAL OPEN ACCESS

Building Horizontal Alliances

<http://radicaloa.disruptivemedia.org.uk/>

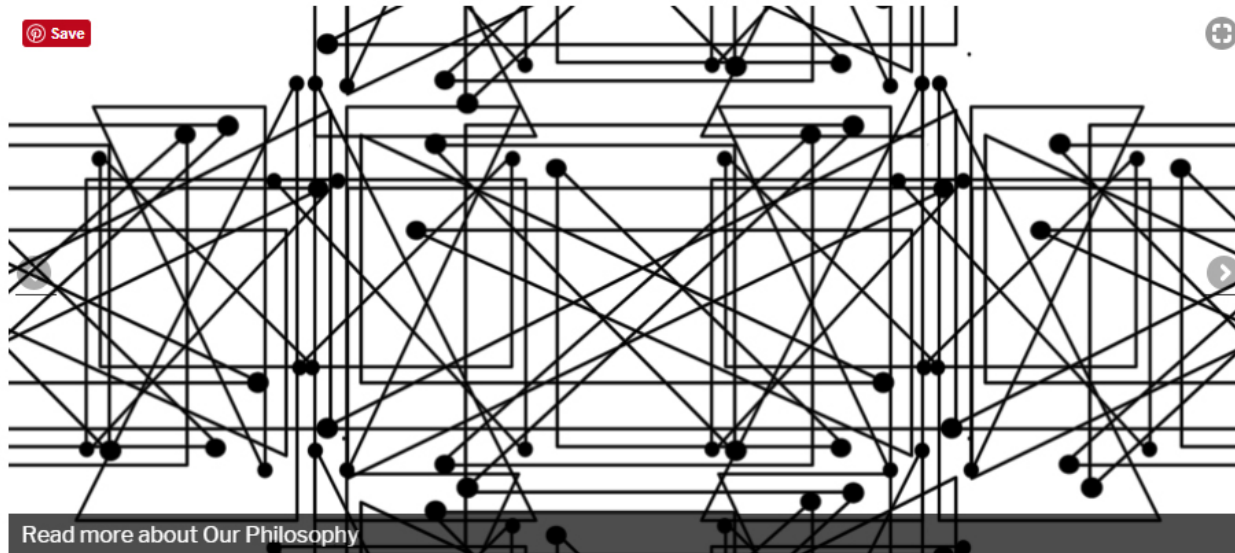
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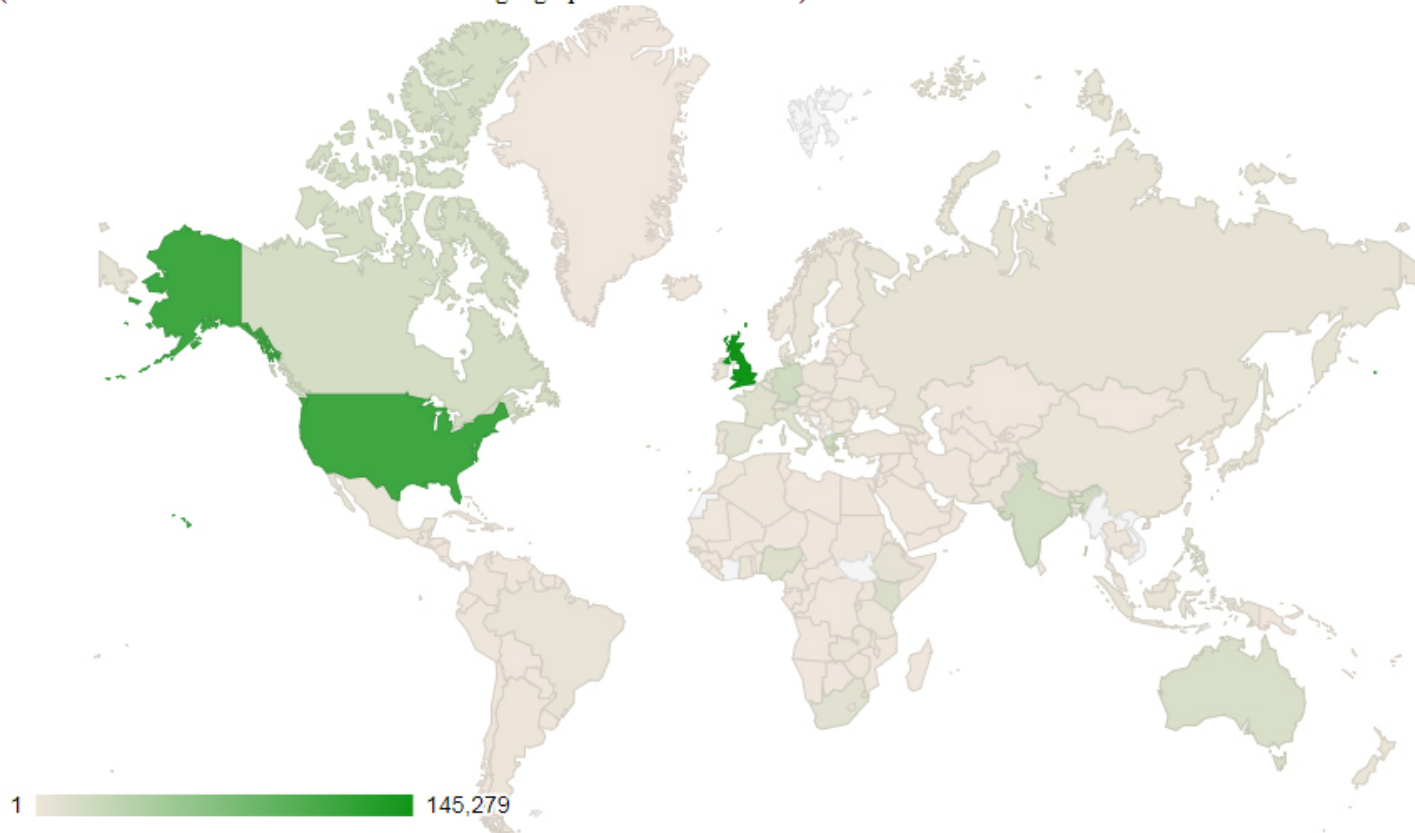
[An Uncertain Commons](#)

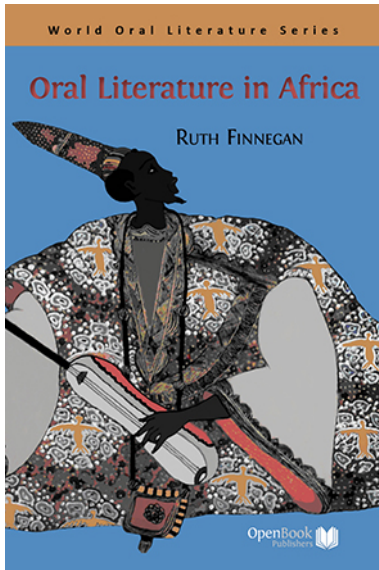
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Online Readers

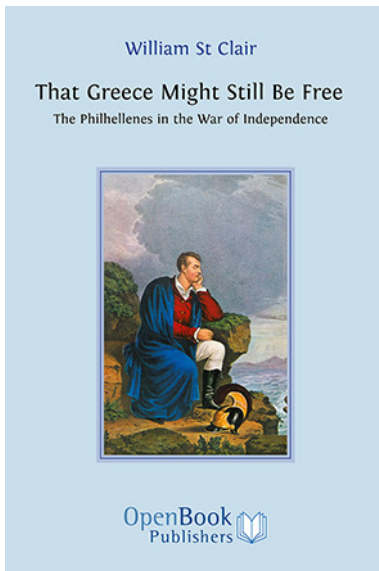
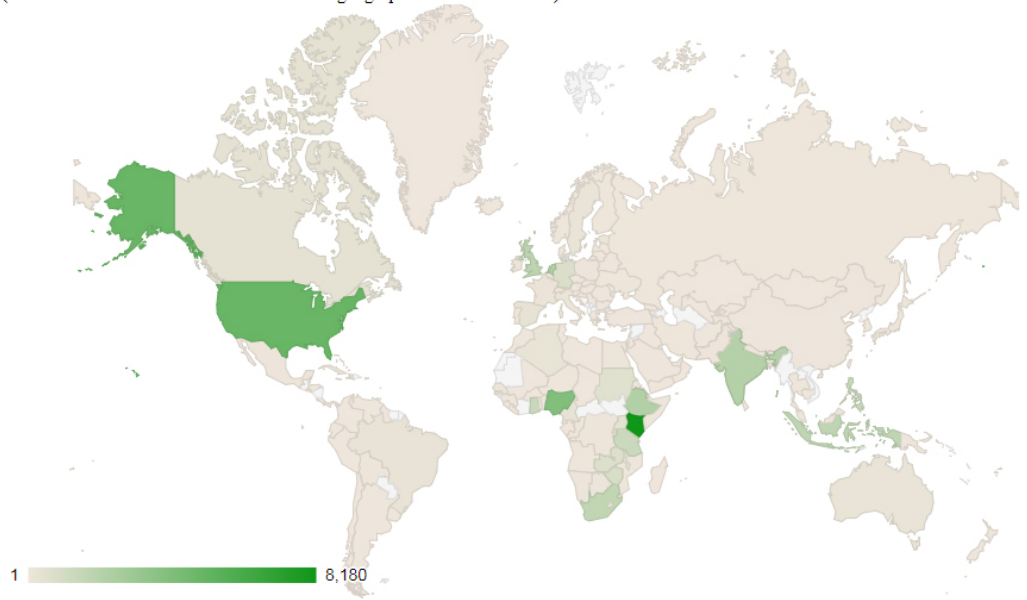
On average – over 300 online reader per title PER MONTH

Usage by country for all books
(based on 583458 of 1406735 users for which geographic data is available.)

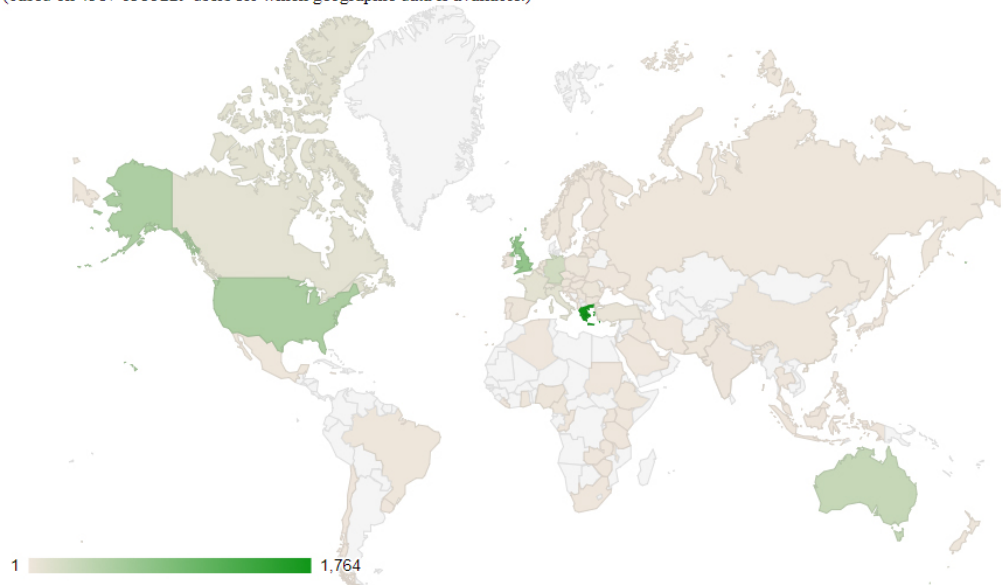




Usage by country for this title (DOI: 10.11647/OBP.0025)
(based on 42384 of 101325 users for which geographic data is available.)



Usage by country for this title (DOI: 10.11647/OBP.0001)
(based on 4517 of 35229 users for which geographic data is available.)



Data on readership

12 month survey embedded into ebooks

(600+ replies – but a small response rate)

- 50% of readers accessed the work for “personal use” (44% for “job” 6% for “course”)
- 80% had a graduate qualification
- only 20% identified themselves as being in academia